



Creating a Culture of Valued People

The One Thing That Motivates All People

There is one thing that motivates us all...

All humanity shares a common motivation. Science and our research point to this one common answer we all agree on. Our energy, thoughts, and emotions align us all in this one motivational idea. Lets find out what this one thing is.

The Eternity Question

Einstein used an experiment called a *gedanken experiment* to discover the fundamental nature of reality. A *gedanken experiment* is a thought experiment. We are going to use a thought experiment to help us discover the fundamental nature of human motivation.

Picture a sci-fi portal opening to all eternity. You can bring one thing from this world into that eternal world which will satisfy you forever. Which of these 4 choices would you select to satisfy you?

1. Money alone and nothing else.
2. One enjoyable activity and nothing else.
3. One meaningful task and nothing else.
4. Or be surrounded by people who care and value you for all eternity.

Which of the 4 would you chose?

The one thing that unifies us all

99% of the people who respond in our surveys choose to be valued by others. Regardless of occupation, position, gender, or ethnicity, we all agree as people that being surrounded by people who care and value us is the one thing we want more than any other thing. Just let that settle in. **We have just discovered the universal motivational factor for all humanity and for all human endeavors.** This one central idea has more power than any other idea. It is the most powerful motivational force in everyone's life. We will be building VP Culture around this one idea. Helping each other discover and live by this one central value.



Exercise for Group

As an individual and as a group, simply confirm that you all agree you feel unified in your answer to The Eternity Question.

Discuss what the eternity question could mean to you as an individual?

What could this mean for you as a team? As an organization?

Summarize this lesson in your own words, or sketch.

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Habit exercise for this week.

This is a thought habit.

Notice throughout the week thoughts that distract you from the focus of being valued or valuing others. Is it hard to think about life in terms of being valued and valuing others? Put a check next to the word that best summarizes your focus on being valued for that day. Were you focused or distracted from being valued?

TUE	focused	distracted
WED	focused	distracted
THU	focused	distracted
FRI	focused	distracted